

B2B SaaS Copywriting Templates

FYI: THESE ARE THE ANTI-TEMPLATE
TEMPLATES.

Why?

***There is no single magic thing that every company can say
that will make everyone buy their product.***

But you're smart enough to know that.

Whether you've got 10 beta users or 1,000 paying subscribers, customer research will positively impact how you market your product and what you build going forward. That's why I've included my top 10 customer research questions in the email I sent you, so re-check your email for that link as well.

If you're not telling a customer-centric story that ends in a desirable outcome, you'll know it the moment you look at these templates. You'll instantly see whether or not you've been selling the "stuff" instead of the results.

DAYANA MAYFIELD

Hero Headline: Get [result] without [core objection]

Subheadline: [SEO keyphrase description] for [audience]

CTA 1: TRY FOR FREE*

CTA 2: WATCH VIDEO**

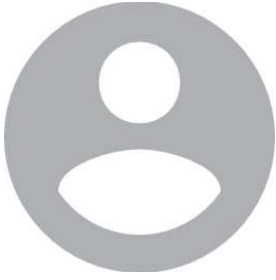
CUSTOMER LOGOS

Headline: [Hook for widely experienced problem]

Subheadline: [More informative,
less creative description of that
same problem]

Body: [Poke the pain in about 25 words]

[PROBLEM
ILLUSTRATION]



“Outcomes-focused testimonial”

Headline: [Outcomes-focused solution]

[SOLUTION
ILLUSTRATION]

Subheadline: [More informative,
less creative description
on how the solution functions]

Body: [Drive excitement and
anticipation in 25 words]

Headline: Ease-of-mind for [target
audience] who want [outcome]



**[High-impact feature]
to [key benefit]**

[Feature description]



**[High-impact feature] so
you can [key benefit]**

[Feature description]



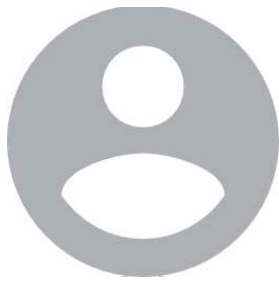
**[High-impact feature]
that lets you [key benefit]**

[Feature description]

Headline: Everything you need to succeed

[SUPPORT
ILLUSTRATION
OR PRODUCT
SCREENSHOT]

- ✓ Secondary feature
- ✓ Secondary feature
- ✓ Agreement to alleviate fear***
- ✓ Agreement to alleviate fear***



“Outcomes-focused testimonial”

Headline: More [outcome].
More [outcome]. More [outcome].

Subheadline: At your fingertips

CTA 1: TRY FOR FREE*

CTA 2: WATCH VIDEO**

*OR Request a Demo

**3-5 min customer testimonial or outcomes-focused product tutorial

***Such as about a free trial or the quality of support

COLD EMAIL TEMPLATES

First Email

Subject: [4 - 5 word description of outcome or commonly experienced market problem]

Hi {name},

I took a look at your [website / LinkedIn profile] and noticed that [lead qualification: you're the role at company OR you're using blank tool or platform].

I [problem your tool solves] for [audience: entrepreneur type OR company role] who want to [positive, personal outcome: have more free time in their businesses OR improve operations for their colleagues and stand out to their boss].

Our app helps you obliterate [symptom of the problem for further lead qualification] so you can [positive, personal outcome].

(cont'd)

---closer for a demo---

I'd like to invite you to an 8-minute chat so I can answer your questions about [product name] without taking up too much of your time.

Would you like to schedule something for next week?

Best,

[Your name], [your title] at [product name]

---closer for self service---

I invite you to check it out and watch our 5-minute webinar to learn how [adjective: smart, ambitious, strategic] [audience: entrepreneurs, office managers] use our tool to [outcome: make stunning landing pages in minutes, reduce stress during events planning].

Here's the link: [insert visible link]

Feel free to let me know if you have any questions on it.

Best,

[Your name], [your title] at [product name]

Follow Up Email

Subject: [most tools allow you to leave blank to create a real reply thread]

Hi {name},

Just following up on the above. I wanted to quickly tell you the story of one of our customers who is a [role that the prospect shares] at [aspirational company]. She/He completely changed how [product category] is handled at [company] and [positive personal outcome or altruistic outcome: immediately was able to spend 75% less on [expense category] OR saved dozens of hours monthly for her team].

It's just a quick 2-minute [video/read]: [insert visible link]

Let me know if you have any questions on how she/he did it!

Best,

[Your name], [your title] at [product name]

***After you use these templates,
please send me your examples and results!***

Write to dayana@dayanamayfield.com